

Seneca Valley Jr. Football and Cheer Association

Minutes of January 7, 2019 Board Meeting

7:00 PM Cranberry Township Municipal Building

Attendance: C. Minton – President
A. Ferri - Vice President
J. Burglund – Secretary

Board Members - V. Acri, S. Burgh, K. Gormley, M. Lobig, B. Och, K. Oleyar, R. Oleyar, B. Sutherland

Minutes:

Meeting began at 7:00

Budget:

- Final payment to Cranberry Township for field mortgage made in December 2018.
- Banquet – budget was net loss of \$7,500, approved by Board prior to event. Banquet had actual net loss of \$6,545 due to higher income than projected.
- A. Ferri went over the final budget performance form 2018. Healthy balance and solid financial state.
- Apparel Sales and registration increase in cheer drove higher income
- Cheer Competition exceeded income budget
- Budget Committee to look at exceeded budget line items to plan for 2019 budget. (Committee is A. Ferri, R. Oleyar, J. Burglund)
- A. Ferri looking for volunteers for a Capital Expenditure committee.

Meeting Schedule and Locations: First Monday of each month for Executive Board Meeting. Third Monday for General Membership Meetings (March-November).

Code of Ethics: All new Board members to review and sign SVJFAC Code of Ethics. Will be distributed at next meeting.

Timeline for 2019 & Milestones – to be discussed at February Meeting after Parkway League meeting.

- Discussion with league about Flag Football program

- Possible start of Season – Monday July 29, 2019

Marketing & Registration

Marketing / Sponsorship Committee

- C. Minton to boost Facebook announcements
- Need to get count of yard signs and order more if needed
- Explore new ways to market the association
- More Dine-In nights, possible couple with General Meeting
- Fun-4-All

Registration Dates & Fees

- Need to look at fee structure, especially given end of mortgage payments and surplus in 2018 budget. Will be discussed at February meeting.

Strategies to Increase Numbers

- Flag football
- E.T.H.I.C. Training
- Competing with baseball during our normal registration period.
- Word of mouth at other events
- Signs and email blasts
- Educate parents about safety measure, Heads-Up Certifications, developmental aspect of Parkway League

Capital Investment Project: Committee needs to form so plan can be in place before meeting with Township.

Banquet Feedback

- General opinions - Venue and food good, reduce length of coach presentations
- Large portion of group left before 12U presentations.
- Control of the kids while waiting for awards
- Some negative feedback from parents about giving detailed football statistics

SOP for Head Coaches – suggestion by C. Minton

- Need for SOP's or Guidebook for Head Coaches
 - Manage Varsity and JV
 - Practice guidelines

- Assistant Coaches
- Managing player behavior
- SVJFAC Policies and Goals
- Something to hold Coaches to in the event of issues
- Provide common structure for each team

BOD Reports

Apparel – John Burglund

- Team Sales – 335 Items at \$1,530 Profit
- Game Day Sales – 268 Items sold at \$1,128.50 Profit
 - 2/3 of sales came from tent sales the last three home games, including playoffs.
- Pink Sales – 162 Items at \$379 Profit – donated to Breast Cancer Research
- Coaches Jackets – 21 Items sold at cost to coaches.
- Committee to be formed for 2019
- Budget to be established

Cheer Coordinator – Stephanie Burgh

- Season ended well
- Working on building numbers for younger groups in case 7-8 group doesn't have adequate numbers
- Working with SVSD on gym time for tryouts

Football Coordinator – Kevin Gormley

- Helmet Stickers discussion. Tabled for February meeting
- Helmets have been ordered
- Need for additional helmet rack – Kevin to look at pricing
- E.T.H.I.C training options
 - Between end of Flag Football and start of Practice
 - February and March
 - K. Gormley to discuss with M. Herrick
- We need a new League Representative – volunteer needed.

Fundraising:

- 2018 Cash Bash brought in \$7,844
- R. Oleyar and V. Aciri asked to head up 2019 Cash Bash – both agreed

Adjournment – Meeting adjourned at 9:15 PM.

Submitted by J. Burglund – Recording Secretary

Addendum:

On January 10th, SVJFAC was asked by the Haine Elementary and Middle School PTO to provide a free registration as a raffle prize for their February 13 Valentines Ball. (See attached letter).

A motion was made to provide either a football or cheer registration for this event (not including fundraising or cheer competition fees). The motion was distributed via email and passed 10-0.



Haine School PTO
1516 Haine School Rd.
Cranberry Township, PA 16066

January 1st, 2019

To John Burglund at SVJFAC,

I am writing this letter on behalf of the Haine Elementary and Middle School Parent Teacher Organization (PTO), to request a donation for our Haine Family Valentine's Day Ball (Grades K-6th) on Wednesday, February 13, 2019. The last several years we have had over 300 families attend this event, that is roughly 1,000 people. This is the largest of several family oriented events that we host annually, in order to attempt to continue to involve families in their children's educational experience in a fun and enjoyable environment.

We are currently in the process of attempting to put together prize packages from area attractions, organizations and associations geared towards families engaging in fun, recreational, and athletic activities outside of the home with their children within the community. I am formally asking for a donation from SVJFAC to help continue to make this event fun for our families and encourage involvement in area activities. Specifically, what we are hoping for is a donation for sponsoring a student's participation/registration in a season of football, as one of our larger Prize Packages for our Raffle. We have identified a number of organization similar to yours, but without community support we are unable to meet our objectives. If you are unable to contribute in this manner we are still accepting any form of donation.

The donation can be in any form such as a gift-card, gift-basket, daily, seasonal or annual passes/membership or a larger prize package. We have historically had opportunities for the children to win a variety of smaller and larger prizes throughout the evening. However, we would be able to use any donation as a prize throughout the evening.

We would also display any advertising cards, flyers or posters that you provide us to help support and promote your organization/association; as well as include your name in all of our advertising for the event. This would include: the Haine PTO Newsletter, Flyers to the families for the event, and postings on the Haine PTO Facebook Page prior and subsequent to the event.

I appreciate your consideration and look forward to hearing from you. You may reach me, Callie Kaczmarek at 724-816-9505, or my Co-Chair Amy Gilbert at 603-491-5041.

Sincerely,

Callie Kaczmarek & Amy Gilbert – Haine PTO Committee Chairpersons – Haine Family Valentine's Day Ball

Important Tax Information: Haine School PTO is a 501(c)(3) nonprofit organization – donations to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of the Haine School PTO may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.